

FILE

# fashion / calendar

*Ruth Finley, Publisher / a weekly publication / 23rd year*

*8 East 77th St./New York 21, N. Y./TR 9-2343/ MAR. 18, 1963*

1963

JANUARY	FEBRUARY	MARCH	APRIL
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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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### WEEK ENDING FRIDAY, MARCH 15, 1963

Thursday March 14 9:00 A.M. and 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "International Couture"--Spring import collection at breakfast and luncheon. Report and Commentary: Russel Carpenter, Vice President--I. Magnin & Co. Co-chmn.: Eugenia Sheppard--"N.Y. Herald Tribune," and Patricia Peterson-- "N.Y. Times." Prices: Breakfast--\$6.00, members; \$10.00, guests; Luncheon--\$10.00, members; \$15.00, guests. One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
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Thursday March 14 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON "The Look Of The Irish"--showing of Spring fashions by Jerry Silverman, designed by Shannon Rodgers, available at Miss Bergdorf. Decor--Courtesy of Irish International Airlines. Press by invitation. Public by reser- vation. Contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
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Thursday March 14 12:45 P.M.	CUSTOMER SHOWINGS: IMPORT FASHIONS Customer showings Thurs., March 14 at 12:45 and 5:45 P.M., 5th floor. In Westbury, Mon., March 18 at 12:45 P.M., 2nd floor. In Newark, Wed., March 20 at 12:45 P.M., 2nd floor. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
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March 17	ST. PATRICK'S DAY--Sunday (Parade 12:00 Noon, Sat., March 16, from 44th St.)
March 17- March 20	ANNUAL INTERNATIONAL BEAUTY SHOW AT STATLER-HILTON HOTEL. Contact: Joseph Byrne, Managing Director, 16 W. 46th Street, PL. 7-9050.

Just Released	HOSIERY COLORS: FALL, 1963 Fourteen Fall-Winter hosiery colors coordinated with ready-to-wear and leathers. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A. INC.	200 MADISON AVENUE
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### WEEK BEGINNING SUNDAY, MARCH 18, 1963

Beginning Monday March 18	COUNTRY CLUB AND TRANSITION COTTONS Continuous daily showings of Gay Gibson's Transition and Country Club cottons in junior sizes, 5 to 15. Contact: LO. 5-4211.	GAY GIBSON, INC.	1407 BROADWAY SHOWROOM - 3905
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Tuesday March 19 9:30 A.M. Breakfast	PRESS BREAKFAST TO MEET PIERRE CARDIN Mr. William Leigh Smith, President, will invite the press to meet Pierre Cardin and preview highlights of the collection. By invitation. Customer showing, Wed., March 20 at 12:00 Noon, 8th floor. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	11TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 19 12:00 Noon Luncheon	PREVIEW: COLOR SYSTEM FOR FABRIC SHOES Introducing "color-mate" custom color system for dyeing fabric shoes, featuring a new patented method that automatically dispenses color for perfect matching to customer swatches. By invitation. Contact: Marina Zangara at Publicity Counselors, TE. 8-7100, Ext. 220.	FINESSE PRODUCTS, INC.	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday March 19 1:30 P.M.- 5:00 P.M.	FUR SERVICING SYMPOSIUM Fashion show in canvas; also fur servicing symposium. By invitation. Contact: OX. 5-2700.	HOLLANDERIZING, U.S.A. AND CANADA	GOVERNOR CLINTON HOTEL GOVERNOR ROOM
Thursday March 21 9:30 A.M. Breakfast	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for press of Macy's "Made-in-Europe" ready-to-wear collection. (Release, March 22) By invitation. Publ.: Eleanore Bruce, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 21 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Summer fashions by Abe & Mort Schrader and Stephan Ltd., available at Miss Bergdorf. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Schrader and Stephan Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ABE & MORT SCHRADER; STEPHAN LTD.	HOTEL PLAZA TERRACE ROOM
Sunday March 24- March 27	TWELFTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 27 members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.	TEXAS FASHION CREATORS ASS'N.	SHERATON DALLAS HOTEL DALLAS, TEXAS
Monday March 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR FASHIONS White Stag will present their Fall sportswear collection at a preview for press and buyers. Show at 4:30 P.M. By invitation and admission card only. Contact: Claire De Kupsa or Joni Barth, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday March 26 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation, contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	SHERATON EAST HOTEL BALLROOM
Tuesday March 26 2:30 P.M.	FUR FASHIONS BY JAMES TERENCE BRADY Preview for press and customers of the James Terence Brady fur collection. By invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	2ND FLOOR FUR SALON
Tuesday March 26 4:00 P.M.- 7:00 P.M. Champagne	PREVIEW: SPORTSWEAR AND KNITS FOR FALL Preview of sportswear, coordinates, and knits for Fall '63. For press and buyers, by invitation. Contact: Lynn Snithers or Gerry Ahearn, LO. 5-2442. Publicity: Joy Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA (1407 BROADWAY)	TIME & LIFE BUILDING PONTI AUD. - 8TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 27 4:00 P.M. Cocktails	PREVIEW OF CANADIAN KNITWEAR FASHIONS Special showing of Canadian knitwear fashions. Rosemary Sheehan, MU. 5-1280.	PRIDE O'GLEN	HOTEL BERKSHIRE 52ND STREET & MADISON AVE. By invitation. Publicity:
Thursday March 28 12:30 P.M. Luncheon	COSTUM-ORDER FASHIONS DURING LUNCHEON Spring-Summer costum-order fashions by Claire Schaffel. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Beginning Tuesday April 2 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR By appointment.
Thursday April 4 9:00 A.M. Breakfast	PRESS PREVIEW: NEW MODEL ROOMS Preview of model rooms, designed by Blair Catterton, featuring premiere of "Indigo," a fabric collection by "Everfast," based on museum patterns of the early American period. (For Release, Tues., April 9.) By invitation. Publicity: Lorraine Talent, OR. 9-7800, Ext. 412.	B. ALTMAN & CO.	7TH FLOOR AMERICAN WING
Thursday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Color Is Skin Deep"--Speakers: Teddy and Arthur Edelman, Fleming Joffe, Ltd. Co-chmn.: Eve Orton, "Harper's Bazaar" and Virginia Williams, Carlisle Shoe Co. Prices: \$8.00, members; \$10.00, guests. Fall-Winter 1963 fabrics on exhibit, 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL IMPERIAL BALLROOM
Thursday April 4 12:30 P.M. Luncheon	CUSTOM ORIGINALS FOR LATE SPRING-SUMMER Custom-order originals for late Spring-Summer. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commentator and Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ELIZABETH LAWRENCE (17 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Thursday April 4 3:00 P.M.	PREVIEW: TRICOSA OF PARIS FALL KNITWEAR Preview for press of Fall couture collection from Tricosa of Paris--coats, suits, ensembles, dresses, separates, sweaters. By invitation. Continuous daily thereafter. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
April 5	MACY'S RELEASE DATE--Children's Easter fashions. No press show.		
April 7	HOLY WEEK (April 7-13).		
Monday April 8 12:30 P.M. Luncheon	MADemoiselle RICCI FASHIONS AT LUNCHEON Lord & Taylor will present their Mademoiselle Ricci collection, for Spring and Summer, designed in Paris by Jules Francois Crahay. Press by invita- tion. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Lord & Taylor contact: Helen Farrell, WI. 7-3300, Ext. 324. Producer and fashion coordinator: Mary Alice Rice, PL. 2-5726.	LORD & TAYLOR	SHERATON-EAST HOTEL BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 8	SHOWING OF FALL JUNIOR KNITS Fall knit dresses and costumes, designed by Frank Adams for Junior Accent. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
April 9	ALTMAN'S RELEASE DATE--Model rooms. Preview April 4, 9:00 A.M.(See Pg.3).		
April 9	PASSOVER--begins Monday, April 8, at sundown (April 9-16).		
Wednesday April 10 10:30 A.M.	PRESS PREVIEW OF SUMMER SPORTSWEAR Gimbels' preview for the press of their Summer sportswear. By invitation. Publicity: Margot Infantino, LO. 4-3300, Ext. 6113.	GIMBELS	3RD FLOOR YOUNG SOPHISTICATES
April 12	GOOD FRIDAY		
Saturday April 13- April 21	SEVENTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$2.00; Children--\$1.00. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

#### EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 14 1:00 P.M. Luncheon	BENEFIT FASHION SHOW AT LUNCHEON "Trans World Flight by TWA"--Spring couture fashions by Hattie Carnegie; show at 2:30 P.M. Jewelry--Cartier. Reservations--\$10.00 for benefit of The American Theatre Wing Scholarship Fund. Contact:"Banquet Dept.," LT. 1-1000. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	HATTIE CARNEGIE	AMERICANA HOTEL ROYAL BOX
Sunday April 14 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT EASTER LUNCHEON Custom originals by Jose De Lema. Furs by Laurence Kaye including natural amber fox. Reservations--\$11.00 for benefit of the Easter Seal Society. Contact:"Banquet Dept.," PL. 9-3000. Commentator: Maggi McNellis. Producer: Mary Alice Rice, PL. 2-5726.	JOSE DE LEMA	HOTEL PLAZA PERSIAN ROOM
Sunday April 14 1:00 P.M. Luncheon	EASTER SHOWING OF HATS AND ACCESSORIES Showing of hats and accessories by John Frederics. Spring furs and preview for Fall by Reiss & Fabrizio. Reservations--\$11.00 for benefit of the Easter Seal Society. Contact:"Banquet Dept.," PL. 9-3000. John Frederics Publicity: Ronald Forstadt, PL. 5-2939. Producer and Commentator: Mary Alice Rice, PL. 2-5726.	JOHN FREDERICS	HOTEL PLAZA TERRACE ROOM
Sunday April 14 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON "Fine Art Inspired"--Boucher collection by Mr. John including hats, haute couture, furs, and accessories, for benefit of Girls' Club of New York. Reservations--\$9.00; contact: Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.	MR. JOHN	SHERATON-EAST HOTEL BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 17	MACY'S RELEASE DATE--"By The Sea Fashions." No press show.		
Wednesday April 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Lady Manhattan will present their Fall sportswear collection. Show at 4:30 P.M. For press and buyers, by invitation. Commentator and Fashion Coordinator: Phyllis Youngheart, PL. 1-0752. Publicity: Joan King at Daniel & Charles, MU. 6-7288.	LADY MANHATTAN (1407 BROADWAY)	WALL ST. CLUB-PENTHOUSE CHASE MANHATTAN BANK
Monday April 22 10:00 A.M. Breakfast	FALL-EARLY WINTER MAURER BRIDAL FASHIONS Preview for press of Fall and early Winter bridal fashions, designed by Miss Marie for Maurer Originals. (For Release, Wed., April 24.) By invitation. Customer showing Sat., April 27, 3:00 to 4:00 P.M. (tea). Tickets: \$1.00, available 3rd floor, Bride's Room. Contact: Jane Miller, TR. 5-7200, Ext. 691.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BRIDE'S ROOM
Monday April 22 2:30 P.M.	PREVIEW: SKI AND APRES SKI FASHIONS Showings: Mon., April 22 at 2:30 P.M. (press); Tues., April 23 at 5:30 P.M. (trade). By admission card only. Contact: Mary Jean Rainne, LT. 1-7840.	CHRISTIAN DIOR SPORT	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday April 22 5:00 P.M. Cocktails	PREVIEW OF FALL SHOE FASHIONS Preview of Town & Country's Fall shoe fashions. Show at 5:00 P.M. followed by cocktails. For press and buyers, by invitation. Contact: Rosalind Allan, WA. 4-4019.	TOWN & COUNTRY SHOES (350 FIFTH AVENUE)	AMERICANA HOTEL ROYAL SUITE
Tuesday April 23 4:00 P.M.- 6:00 P.M. Cocktails	AMERICAN DESIGNER FASHION SHOW Crompton-Richmond will present Fall fashions for 1963 by leading American designers. For press and retailers, by invitation only. Contact: Helen Boyd, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Wednesday April 24 9:00 A.M. Breakfast	PREVIEW OF SKI BOUTIQUE FASHIONS Showing of ski boutique collection, including fashions designed by Emilio Pucci for White Stag. (Show at 9:30 A.M.) By invitation. Contact: Claire De Kupsa or Joni Barth, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM

Beginning	FALL OPENINGS	LOS ANGELES	LOS ANGELES
Wednesday	IN CALIFORNIA	FASHION GUILD	CALIFORNIA
May 1	May 1: 11:00 A.M. Tabak of California.		
	May 2: 9:00 A.M. Barney Max; 12:00 Noon, Kornhandler.		
	May 5: 9:30 A.M. Mike Anthony; 11:00 A.M. Maxwell Shieff; 1:00 P.M. Yvonne; 2:00 P.M. Elis Porter; 3:00 P.M. Wayne Fuller; 4:30 P.M. Michael Novarese; 6:00 P.M. Helga.		
	May 6: 8:30 A.M. Werle; 10:00 A.M. Bettina; 11:30 A.M. Marusia; 1:15 P.M. Travilla; 2:30 P.M. Cahill; 3:30 P.M. Helen Rose; 4:30 P.M. Irene; 6:00 P.M. Bud Kilpatrick.		
	May 7: 8:30 A.M. Peggy Hunt; 10:30 A.M. Stanley Nelson; 12:00 Noon Georgia Bullock; 2:00 P.M. Louis Margliano and Dorrell; 3:00 P.M. Spence; 4:00 P.M. Don Loper; 5:00 P.M. Brishoual.		
	May 9: 2:30 P.M. Gustave Tassell.		
	Contact: Barbara L. Trister, 819 Santee Street, Los Angeles, Cal.		



# OPERA...THEATRE...BALLET

- Monday  
March 18      OPENING: "TOVARICH"      BROADWAY THEATRE, B'WAY & 53RD ST.  
Starring Vivien Leigh and Jean Pierre Aumont with Louise Troy, John Emery in the musical based on the Robert E. Sherwood adaptation of Jacques Deval's play, presented by Abel Farbman and Sylvia Harris. Director: Peter Glenville. Costumes: Motley. Publicity: Richard Maney, CI. 7-4646.
- Monday  
March 18      TWENTY-THIRD WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., March 18: Verdi's "Otello."      Tues., March 19: Bellini's "La Sonnambula."      Wed., March 20: Mussorgsky's "Boris Godunov."      Thurs., March 21: Wagner's "Tristan und Isolde."      Fri., March 22: Verdi's "La Traviata."      Sat. Mat., March 23: Verdi's "Otello."      Sat. Eve., March 23: Bellini's "La Sonnambula."      Publicity: Francis Robinson, PE. 6-1200.
- Tuesday  
March 19      SECOND WEEK: N.Y.CITY BALLET      N.Y.CITY CENTER, 131 W. 55TH STREET  
Tues., March 19: Swan Lake, Firebird, Afternoon of a Faun, Stars & Stripes.      Wed., March 20: Raymonda Variations, Bugaku, The Cage, Western Symphony.      Thurs., March 21: Firebird, Concerto Barocco, Ivesiana, Stars & Stripes.      Fri., March 22: Creation of the World, Scotch Symphony, Episodes, La Valse.      Sat. Mat., March 23: Swan Lake, Four Temperaments, Allegro Brillante, La Sonnambula.      Sat. Eve., March 23: Concerto Barocco, Prodigal Son, The Cage, Symphony in C.      Sun. Mat., March 24: Interplay, Raymonda Variations, Monumentum Pro Gesualdo, Firebird.      Sun. Eve., March 24: Orpheus, Concerto Barocco, Bugaku, Raymonda Variations.      Publicity: Robert Larkin, CO.5-4784.
- Wednesday  
March 20      OPENING: "LADY OF THE CAMELIAS"      WINTER GARDEN, 1634 BROADWAY  
Starring Susan Strassberg with John Stride and Frank Silvera in the adaptation of Alexander Dumas' novel, presented by Norman Twain. Director: Franco Zeffirelli. Costumes: Marcel Escoffier. Publicity: Dorfman Associates, LO. 3-0858.
- Thursday  
March 21      OPENING: "MY MOTHER, MY FATHER AND ME"      PLYMOUTH THEATRE, 236 W. 45TH STREET  
Starring Ruth Gordon, Walter Matthau, Lili Darvas in the play by Lillian Hellman about an unsuccessful business man, his ostentatious wife and immature son, presented by Kermit Bloomgarden. Director: Gower Champion. Costumes: Dorothy K. Jeakins. Publicity: Dick Maney, CI. 7-4646.
- Monday  
March 25      OPENING: "HOTSPOT"      MAJESTIC THEATRE, 245 W. 44TH STREET  
Starring Judy Holiday with Joseph Campanella, Joseph Bova, Arny Freeman, in the play by Jack Weinstock and Willie Gilbert, about the Peace Corps, presented by Robert Fryer and Lawrence Carr. Director: Morton Da Costa. Costumes: Reuben Ter-Arutunian. Publicity: Betty Lee Hunt, EN. 9-7472.
- Thursday  
March 28      OPENING: "MOTHER COURAGE"      MARTIN BECK THEATRE, 203 W. 45TH ST.  
Starring Anne Bancroft, Barbara Harris, Zohra Lampert in the Bertolt Brecht drama, adapted by Bentley, presented by Cheryl Crawford. Director: Jerome Robbins. Costumes: Motley. Publicity: Harvey Sabinson, JU. 2-4747.
- Wednesday  
April 3      OPENING OF THE CIRCUS      MADISON SQUARE GARDEN, 8TH AVE. & 49 ST.  
Ringling Bros., Barnum & Bailey Circus will present their matinee and evening performances for six weeks. Publicity: William Fields, CO. 5-6811.
- Wednesday  
April 10-  
May 11      OPENING: "THE DANNY KAYE SHOW"      ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
Herbert Bonis(Dena Productions) will present Danny Kaye and an all-star show. Publicity: Goodman & Washer, CI. 6-4180.



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